

JERSEY'S *BLT*

*B*REAKFAST AND *L*UNCH *T*OPICS

JAMES E. MCGREEVEY, GOVERNOR

CHARLES M. KUPERUS, SECRETARY

INSIDE THIS ISSUE:

<i>Coordinator's Comments</i> <i>Improving School</i> <i>Nutrition Environments</i>	2
<i>Budget Updates</i> <i>SMI Update</i>	3
<i>Summer Foodservice</i> <i>Institute at Rutgers</i>	4
<i>Knack for NAC</i> <i>Seamless Summer Food</i> <i>Service Waiver</i> <i>What are Children Eating?</i>	5
<i>Attendance Factor Review</i> <i>Family Application</i>	6
<i>Childhood Hunger versus</i> <i>Childhood Obesity</i> <i>Live Teleconference</i>	7
<i>Diving Into the Internet</i> <i>Mark Your Calendars</i>	8

SCHOOL BREAKFAST—ARE YOU ON BOARD?

The educational importance of school breakfast programs cannot be over-emphasized.

Numerous studies have shown that eating breakfast improves a child's academic performance, his/her attention span, and reduces trips to the school nurse. So if schools are focused on improving the academic achievements of their students— then why are so many schools still reluctant to sponsor a school breakfast program?

The Bureau of Child Nutrition Programs has been pondering this very question. There seem to be several factors involved:

- Districts are unwilling to supplement the **COST** of the program.
- Districts anticipate difficulty supplying proper supervision for students due to **CONTRACT ISSUES**.
- **TRANSPORTATION** schedules need to be adjusted to get students to

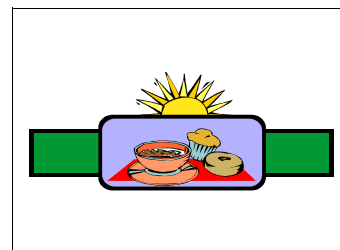
school earlier for breakfast

- Districts have the **MIS-CONCEPTION** that school breakfast programs are only for "low income" schools.
- A lack of **STORAGE SPACE** for milk and other breakfast supplies.

All of these obstacles, real or perceived, can be overcome.

1. There really should be **no cost to the district**. The federal and state reimbursements, along with minimal prices charged to ineligible students, should cover the cost.
2. **Teacher aides or lunch aides can supervise the children**, as long as there is a certified staff member accessible in the general area.
3. **Transportation schedules can be changed.**

4. Children from **all income levels** benefit from a nutritious breakfast. It is not only the children from lower income families who skip breakfast and/or do not have time to eat at



Breakfast—A Bright Start to Every Day!

home.

5. Breakfast participation is generally smaller than lunch, so there may be **adequate storage facilities** for breakfast.

So **GET ON BOARD NOW!!**
Better Grades Begin with Breakfast!

IMPROVING SCHOOL NUTRITION ENVIRONMENTS

Habits - good or bad - take time to reform. Some habits - like eating - are both natural and unconscious. As we grow, we eat what our family feeds us; we eat what is available in our environment; and we eat what our culture encourages. Without think-

ing - or necessarily even choosing - our food habits are formed. And eating is pleasurable. So, it is no wonder that in a food-filled culture, our children are overeating - and, more often than not, eating the wrong things. USDA's Team Nutrition pro-

gram is out to change all this. Working with school lunch programs, USDA is "Changing the Scene" in which children learn about and experience food. And New Jerseyans are joining in! Spearheaded by a Team Nutrition training grant, the

(cont'd. on p. 2)



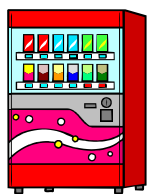
COORDINATOR'S COMMENTS

EMMA DAVIS KOVACS

"We will constantly strive to ensure that sponsor representatives understand the rules and have the knowledge and skills they need to run their food service operations effectively and efficiently."



"The war for our children's plate is ongoing...a culture of fast, high-calorie foods is working against us"



Vending Machines—Friend or Enemy??

Governor James E. McGreevy has directed all state agencies to re-evaluate, streamline and make necessary changes to improve the way we do business and deliver services to our constituents. Ensuring the health and safety of our children is one of his top priorities. Our federal funding source, the United States Department of Agriculture, also wants us to reaffirm that sponsors of Child Nutrition Programs operate with integrity. They want us to ensure that program operators receive the training they need right from the start to prevent loss of program dollars and to maintain public confidence in the professional

management of the various child nutrition programs. I would like to take this opportunity to reaffirm the Bureau of Child Nutrition Program's commitment to providing you with the best possible standard of service available. We will constantly strive to ensure that sponsor representatives understand the rules and have the knowledge and skills they need to run their food service operations effectively and efficiently. Communication is the critical element. We need to ensure that there is a constant flow of information and guidance from the state agency to get the

message out in a variety of ways. We will expand our training offerings based on your responses to our recent training survey. We are ready to embrace the technological innovations available to us that will help save time, effort, and the use of paper. I look forward to working together to ensure that the children of our state continue to receive the full nutritional benefits of all the Child Nutrition Programs they are entitled to, including school breakfast, lunch and after-school snacks.

IMPROVING SCHOOL NUTRITION ENVIRONMENTS

(cont'd from p. 1)

Bureau of Child Nutrition Programs is working with Rutgers University's Department of Nutritional Sciences in a three-pronged approach: to improve the quality and appeal of school meals by working with school food service personnel; training teachers to provide nutrition education in the classroom; and working with parents and school administrators to change the school meals environment. This is not a new battle or

an easy one. "The war for our children's plate is ongoing," says Dr. Audrey Cross, project director at Rutgers. "A culture of fast, high-calorie foods is working against us. Today's parents were themselves raised on a 'grab'n'go' diet. We all need basic good nutrition and food preparation skills. Team Nutrition will provide these in our pilot schools."

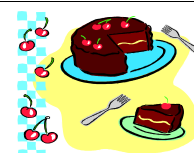
Funded for two years, the Team Nutrition project in

New Jersey will identify target schools for intervention. Parents and administrators will be targeted—we can't win the battle if school policies allow cake sales as fund-raisers, candy-filled vending machines, or 20-minute lunch periods. Changing these practices requires that parents also be educated about the benefits of good nutrition and the importance of the school environment in demonstrating healthy habits.

JOB OPPORTUNITY: To carry out the training portion of the Team Nutrition grant, we are in the process of recruiting and training ten "trainers" to deliver training to school food service personnel and to classroom teachers. Trainers will be paid as consultants to deliver trainings statewide. If you have experience in food service training, adult education, teacher training or nutrition education, please submit your resume to :

Dr. Audrey Cross
Department of Nutritional Sciences
Thompson Hall, Room 107
Rutgers University
96 Lipman Drive
New Brunswick, NJ 08901

or e-mail to atcross@garden.net



Another PTA Bake Sale??

BUDGET UPDATES

In these tough fiscal times, we are hearing a lot about budgets these days. To date, as of the printing of this newsletter, our Department of Agriculture, Bureau of Child Nutrition Program funding remains strong. For the remainder of this fiscal year, our state monies allotted to both the lunch and breakfast programs are intact - even the extra 10 cents per breakfast. And the overwhelming sentiment is that there is support to keep that level of funding within the constraints of the current and FY 2003 budget.

On the federal level, President Bush's proposed FY 2003 budget for the Department of Agriculture includes increases in key areas, according to Secretary Ann Veneman: "The 2003 budget reflects our commitment to a nutrition safety net by including a record \$41 billion for domestic nutrition assistance programs, such as Food Stamp, Child Nutrition, and the Women, Infants, and Children programs...including more than \$2 billion in contingency funds to cover any unanticipated increases in domestic

feeding program participation levels." The budget provides greater resources for low-income Americans who need food assistance.



STATE & FEDERAL

"When health is absent, wisdom cannot reveal itself. Art cannot become manifest. Strength cannot fight. Wealth becomes useless and intelligence cannot be applied."

*Herophilus of Chalcedon
Physician to Alexander the Great*

SCHOOL MEALS INITIATIVE—RECORDING PORTIONS CORRECTLY

(SMI UPDATE)

Many schools have been through or are now going through an administrative review of their programs, which includes a nutrient analysis of one week's menu items. This School Meals Initiative (SMI) review has been in place since 1998 when it was instituted as a requirement by USDA in an effort to improve the nutritional quality of school meals.

One of the things that can really make a big difference in how your menus fare from this analysis is to correctly record portions in their proper measurements. For example, fruits and vegetables need to be recorded in volume measurements, such as 1/2 cup, rather than in a weight measurement, such as 4 oz. The meat/meat alternate component should be recorded in a weight measurement, with the exception of peanut butter, which is a volume meas-

urement (2 T = a 1 oz. serving of meat alternate; 4 T = a 2 oz. serving of meat alternate).

Grain items can be recorded in weights or volume measurements depending on the product. To determine how much of a grain product qualifies for one serving of a bread/grain item, you need to refer to the grains and bread chart. It varies depending on what category of grain item the product falls under. Liquid items, such as milk or fruit juice, should be recorded in volume measurements, such as 1/2 c. or 1 cup.

Condiments can be tricky, also, and if not recorded properly can really skew your nutrient analysis results. If using portion pack condiments, you need to specify the weight—many condiments come in different size packs, depending on the manufacturer. Also,

if portioning bulk condiments, you need to be accurate. Whether you choose to use volume or weight — do not assume, for example, that 1 T is the same as 1 oz. or that a margarine reddie or butter pat is the same as 1 T - generally, it is about 1/3 of a T. Making errors with butter/margarine or mayonnaise can significantly change the fat content of your meals.

So, when you're doing those production records, which are key to an accurate nutrient analysis, be sure to be as accurate as possible with your portion measurements. It can make a difference between an acceptable or unacceptable SMI review!



Weights or Measures?



How do we know that burgers love young people?

Because they're pro-teen.



Why did the chicken join the band?

Because he had his own two drumsticks.

Please note dates:

Tuesday, August 6

through

Thursday, August 8



"Snacks for the Soul"



Serving Up a Grade-A Line-Up!



Financial Control!!



Beef Up Those Culinary Skills!

2002 Summer Foodservice Institute!

"Hot Days, Cool Topics II"

(State News)

The Summer Foodservice Institute is back again! This is a terrific time for professional development for all levels of school food service personnel. The Institute will be held from **Tuesday through Thursday, August 6—8**, at Rutgers University in the Cook College Campus Center in New Brunswick. The format is slightly different this year in that we are offering one day of a variety of motivational and informational sessions, followed by two days of more intense training on specific topics. This is designed to really give you something to take back with you to your individual operations. Here is the tentative agenda:

TUESDAY-August 6

Registration

Welcome and Opening Remarks

General Session – "GREAT Expectations: Five Actions for Success in Work and Life"

Break-out Session Choices:

Do Your Production Records Measure Up?

Quest for New Currency: Time Management for Busy People

Marketing to Kids: Persuading Young Minds to Buy

Tips on Using Cycle/Selective Menus

Introduction to FUNDamentals: A free, financial software package

Successful Labor Recruitment

Strangle the Whiners: Tips for Working with Difficult People

Commodities Update

How You Can Help "Change the Scene" and Improve the School

Nutrition Environment

Hands-on Technology - Explore the Web

General Session – "Snacks for the Soul: Ten Treats to Survive in a Crazy World!"

WEDNESDAY-August 7

All day workshops: Cost Control Seminar for School Food Service, Part 1
Healthy Edge (ASFSA certification required course), Part 1
Child Nutrition Managers Seminar, Part 1
Culinary Techniques – Hands on in Food Lab, Part 1
Food Service Equipment & Design Workshop, Part 1
HACCP for Child Nutrition Programs

THURSDAY-August 8

All Day Workshops: Cost Control Seminar for School Food Service, Part 2
Healthy Edge, Part 2
Child Nutrition Managers Seminar, Part 2
Culinary Techniques – Hands on in Food Lab, Part 2
Food Service Equipment & Design Workshop, Part 2

Closing Session/Certificates

Keep an eye out for the detailed registration brochure, which will be mailed out to all districts, by Rutgers Office of Continuing Education, towards the end of May.



GETTING THE KNACK FOR NAC!

Your customers are your best source for information - don't be afraid to use them! Forming and leading a Nutrition Advisory Council (NAC) is a great way to tap this resource. A NAC is one of the best ways for school food service professionals to reach their students. Success relies on two things: enthusiastic kids and a committed advisor. Children have natural enthusiasm but it needs to be nurtured and brought out by the adult advisor. While being a NAC advisor requires time and energy, the rewards are well worth the effort. It gets you out of the kitchen and

more in tune with the children and their needs. The benefits will abound - reaching out to your school's administration, positive PR, an opportunity to showcase your program, gaining the benefits of happy children and the knowledge that you are helping to improve their lifestyles through nutrition and education. In addition, the NAC students become great advocates for the school foodservice program. They can help generate ideas for promotions and can help to increase breakfast and/or lunch participation levels by major percentages! Allowing

the children some input into menu planning choices can make a big difference in your program's overall customer appeal. Planning activities for your NAC are important, and there are many ideas and tools to help in this area. There is a NAC Advisors Online Community at www.asfsa.org where NAC advisors share strategies and solutions, and important updates on national NAC activities can be found.

So, get the knack for NAC—it will be well worth the effort!

TOOT YOUR OWN HORN!!



You should all be proud of your accomplishments, small or big. Please help us share the news with others. There's always the possibility that something you've done could be helpful to someone else!

Send ideas, articles to Janet Renk, by email, snail mail or fax.

SUMMER FOOD WAIVER FOR SCHOOLS



It's now easier for schools to feed hungry kids in the summer! School districts may apply to operate the Seamless Summer Food Service Waiver through FY 2004. This waiver combines features of the National School Lunch Program (NSLP), School Breakfast Program (SBP), and the Summer Food Service Program (SFSP) with reduced paperwork. Schools would be reimbursed at the NSLP/SBP free rates and follow most NSLP rules for meal service. Reimbursement claims would be processed on the regular school meals voucher. Up to two meals per day would be allowed to be served to those 18 years and under. This waiver is for school sponsors only, however feeding sites for the program may be schools or non-school settings (but not residential camps) and must be open to the community in needy areas, where 50% or more of the children are eligible for free/reduced price school meals. Sites may operate in non-needy areas if 50% or more of the children enrolled are eligible for free/reduced price meals. One of the big advantages is that many of the burdensome rules of SFSP would be eliminated, including a reduction in the monitoring requirements.

If you are in an area or involved with a program where 50% or more of the children are eligible for free/reduced price meals and would like additional information please call Emma Davis Kovacs at 609-984-0692.

Did You Know?



Blueberries: Native Americans dried berries, beat them into powder, and added the powder to parched meat; blueberries are high in fiber and an excellent natural laxative.

Sweet Potato: Natives of western New Guinea are reported to subsist almost entirely on sweet potatoes; one of the most complete foods known, they are high in vitamins A and C and potassium



Zucchini: One or two plants are usually plenty, because each one produces so many zucchini; contains some potassium, vitamins A and C, and niacin.



One is in a jam and the other is in a pickle.

DO YOU KNOW WHAT YOUR CHILDREN ATE TODAY?

The familiar question, "Do you know where your children are?" may soon be replaced with, "Do you know what your children ate today?" if concerned nutritionists have their way. With increasing national concerns for children's health as it relates to eating and physical activity, advocates insist a

more prominent awareness campaign is needed for parents to focus on what their children are eating. In addition, schools need to lead the way and give the children consistent messages regarding good nutritional practices. New Jersey will be developing a social marketing campaign through its USDA

Team Nutrition grant to do just that - encourage schools to offer healthier food choices throughout the school, including at class parties, fundraisers, concessions, etc. As school food service directors, we ask you to support this endeavor by offering healthier a la carte options for your students. Let's set the example - now!!



How well are your students eating?



Attendance plays a key role in proper accountability in the Child Nutrition Programs

Attendance Factor Review

(Regulation Highlight)

Attendance plays a key role in proper accountability in the Child Nutrition Programs. Not only is attendance looked at in your edit check worksheets, but it is also an important factor in the proper processing of your reimbursement vouchers.

The attendance factor is computed by taking the average daily attendance, divided by the enrollment. In the edit check work sheet, this attendance factor is then multiplied by the number of free and reduced price applications on file to generate a maximum number of free/reduced price meals that should be claimed, based on student attendance. If your numbers of free/reduced price meals are consistently coming out higher than the number of applications on file times the attendance factor, then this is an indicator of a probable counting error on site. Explanations must be offered on the edit check worksheet to explain higher numbers served.

This same logic is applied when your reimbursement voucher is processed. If you claim more free/reduced price meals on your voucher than the attendance

factor allows, your voucher will be rejected. On the voucher, the attendance factor is applied to the number of free and reduced price eligible students times the number of operating days. These numbers are the maximum number of meals that can be claimed, accounting for absences. According to federal regulations, any district/school that exceeds the attendance factor adjustment, must identify and correct any claiming problems that may result in an overclaim.

Points to remember when completing your reimbursement voucher: The average daily attendance (Item # 15) and the enrollment (Item #17) figures must reflect only those students who have access to the school lunch program (NSLP). You should exclude pre-K, KG, or split-session students who do not have access to the NSLP, even if they participate in the Special Milk Program or Split-Session Kindergarten Milk Program.

If your data as entered is indeed accurate, an explanation as to why the numbers claimed exceed the eligible numbers times the attendance factor must be submitted.



One per household!
Wow, a real paper-work reduction!

A FAMILY APPLICATION??

So what's this about a family application? A lot of interest has been generated in utilizing a single family (household) meal application instead of requiring a separate form for each child in the household. The Bureau is researching this concept further and will be piloting the use of this type of application in several school districts throughout the state for the next school year. Several concerns need to be resolved before the Bureau will be able to offer this option to all sponsors. Some questions that have been asked are : which sibling's school would collect the

form; how would other schools know a form has been completed for their students who have siblings attending other schools; would forms have to be processed centrally for this to work; is a computer program necessary to make this type of form feasible; and how would a district retrieve forms for administrative reviews?

Interest in the family application stems from reduced paper and a method to get more eligible students approved, especially at the high school level.

We will keep you posted!

On the Lighter Side...

*Only in America can a pizza get to your house faster than an ambulance.
Only in America do people order a double cheeseburger, large fries, and a diet coke.
Only in America do we buy hot dogs in packages of ten and buns in packages of eight.
Only in America do banks leave both doors open and then chain the pens to the counters.
Only in America do we drive on the parkway and park on the driveway.*

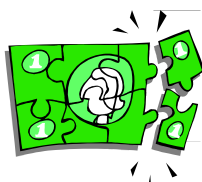
"It's hard to imagine that there can be hungry children when growing numbers of youngsters are overweight"



You Are What You Eat

NFSMI presents a live, interactive teleconference:
"Elements of Effective Financial Management"

May 22, 2002



The Paradox of Childhood Hunger and Childhood Obesity

Despite a strong economy, hunger in America still persists. There is substantial scientific evidence indicating a number of adverse results from this problem, especially for children. However, growing concerns about the rise in childhood obesity make it hard for some to imagine that there can be hungry children when growing numbers of youngsters are overweight. The bottom line is that both of these problems exist.

According to recent national figures (USDA, 1999), 36.2 million Americans live in food insecure households, where families do not always have enough money to buy food sufficient to meet their basic needs. Fourteen million children live in food insecure homes where food may be scarce or diets altered due to limited incomes. This results in low intakes of fruits and vegetables, consumption of fewer dairy products, and insufficient intake of calories. All of this causes malnutrition and nutrient deficiencies, which then lead to limited growth, restricted brain development, reduced immune function, reduction in ability to concentrate on tasks, and

limited cognitive development and overall learning potential.

At the opposite end of the spectrum, national data reveals that childhood obesity is at epidemic levels. And, like child malnutrition, obesity has several adverse results: increased risk of glucose intolerance and diabetes, increased risk of cardiovascular disease and high cholesterol, psychosocial consequences such as low self esteem and discrimination, and some less common problems such as hypertension, sleep apnea, and orthopedic problems.

While there is not a direct correlation between overweight problems and income status, evidence has shown that for some groups of children, hunger and being overweight may be interrelated. Poor children are more disadvantaged in terms of their options for obtaining healthy foods and engaging in regular physical activity. In coping with food insecurity, there is often an increased reliance on high-fat foods. One study showed preschool children classified as "at risk for hunger" consumed more soda or other



hungry children. In addition, poor urban families typically live in neighborhoods where outside play and recreation are not safe options, thus limiting their physical activity level.

Educational programs that address the special needs of low-income families are crucial since many families find it difficult to make healthy food choices on limited budgets. Comprehensive health programs, including nutrition education and physical activity during the formative school years, along with the USDA Healthy School Meals Initiative and Team Nutrition programs, can all help to shape healthy behaviors and enhance nutrition knowledge.

Taken from a publication of the Center on Hunger and Poverty, School of Nutrition Science and Policy, Tufts University.

ANNOUNCING A LIVE TELECONFERENCE... MAY 22, 2002

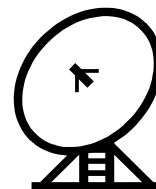
The National Food Service Management Institute will broadcast a live, interactive teleconference, ***"Elements of Effective Financial Management,"*** on Wednesday, May 22, 2002, 3:00—5:00 PM.

This teleconference is an outgrowth of a pre-conference session on financial management from ASFS's Industry and Technology conference this past January. This information will be valuable and very useful for school food service directors.

The Bureau will sponsor the viewing of this teleconference at three locations in the north, central, and southern regions of the state.

If you are interested in attending, please contact Janet Renk for specific locations and to register. You will be sent directions at the time of registration. Call Janet at 609-984-0692 or email to:

janet.renk@ag.state.nj.us.



Please note: This will be the only notification you will receive regarding this teleconference.

New Jersey Department
of Agriculture
Bureau of Child Nutrition
Programs

PO Box 334
Trenton, NJ 08625-0334

School Nutrition Programs:
Phone: 609-984-0692
Fax: 609-984-0878

We're on the Web!

www.nj.gov/agriculture

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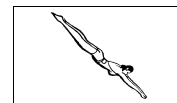
WHAT'S COMING.....

Fiscal Year 2003 Application Packets; distribution in June — if not received by June 30, please call our office at 609-984-0692.

Please Note:
Applications are available in Spanish and French, upon request

DIVING INTO THE INTERNET

THE INFORMATION SUPERHIGHWAY CONTINUES!



The Internet is such a wealth of information! But how long do you have? Searching can be very time-consuming. Knowing where to find the sites you need is half the battle. Here are some sites that can help you in your school foodservice profession:

- Healthy School Meals Resource System (HSMRS) is the technical assistance aspect of the Team Nutrition initiative. They have a wealth of information to help school nutrition professionals put out the best meals they can. Check out their site at

<http://schoolmeals.nal.usda.gov>

- The push is on to get kids to increase their consumption of fruits and

vegetables. Find out everything you ever wanted to know about produce at:

www.aboutproduce.com

- The Schools Interoperability Framework initiative (SIF) is a coalition of technology providers whose mission is to develop universal software to be used in all aspects of the school environment - for attendance, library, cafeteria, student records, etc. Check it out at:

www.sifinfo.org

- A site sponsored by School Marketing Partners has various school menus from around the country to view, interactive games for students to play, as well as cute

ideas to incorporate on your menus. Check it out at:

www.schoolmenu.com

- An interesting site on "How to Grow a Healthy Child," this web page links to meals in a hurry, kids cooking, nutrition explorations, and a family food guide. Lots of useable nutrition information—great for kids to access directly or for parents/teachers for great ideas! Find it at:

www.familyfoodzone.com

Enjoy the surf!!



Mark Your Calendars



May 22	Live Teleconference - <i>"Elements of Effective Financial Management"</i>
June 1	Deadline to apply for Provisions I or II
June 21	Deadline to request Direct Certification data disk
July 15	Deadline to apply for Severe Need Rates for Breakfast
July 21-24	ASFSA National Conference - Minneapolis
Mid July	Regional Direct Certification Workshops
Aug. 6—8	School Food Service Institute - <i>"Hot Days, Cool Topics II"</i> Rutgers University, Cook College Campus, New Brunswick
Aug.-Sept.	Regional Determining Officials Workshops
Sept. 8—14	National 5-A-Day Week
Oct. 14—18	National School Lunch Week - <i>"Stars, Stripes and School Lunch"</i>

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